

<b>Notice of References Cited</b>	Application/Control No. 10/800,444	Applicant(s)/Patent Under Reexamination CHU ET AL.	
	Examiner Nicholas D. Rosen	Art Unit 3625	Page 1 of 3

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-7,110,993 B2	09-2006	Soulanille et al.	707/3
*	B	US-2001/0003177 A1	06-2001	Schena et al.	705/27
*	C	US-2002/0010015 A1	01-2002	Acres, John	463/18
*	D	US-2002/0052894 A1	05-2002	Bourdoncle et al.	707/513
*	E	US-2002/0120506 A1	08-2002	Hagen, Philip A.	705/14
*	F	US-2004/0186769 A1	09-2004	Mangold et al.	705/014
*	G	US-2003/0212673 A1	11-2003	Kadayam et al.	707/3
*	H	US-2004/0254932 A1	12-2004	Gupta et al.	707/007
*	I	US-2005/0102270 A1	05-2005	Risvik et al.	707/002
*	J	US-2005/0119957 A1	06-2005	Faber et al.	705/035
*	K	US-2005/0154718 A1	07-2005	Payne et al.	707/003
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Schut, J.H., "AutoFact '91: News in CAD/CAM, CIM & Rapid Prototyping," <i>Plastics Technology</i> , Vol. 38, No. 1, p. 21, January 1992.
	V	Anon., "Google Launches Self-Service Advertising Program; Google's AdWords Program Offers Every Business a Fully Automated, Comprehensive and Quick Way to Start an Online Advertising Campaign," <i>Business Wire</i> , October 23, 2000.
	W	Hansell, S., "Clicks for Sale; Paid Placement Is Catching on in Web Searches," <i>New York Times</i> , late Edition, p. 1, column 2, June 4, 2001.
	X	Anon., "Northern Light Teams with Search4Science, University of Pennsylvania," <i>Information Today</i> , Vol. 18, No. 7, p. 24, July/August 2001.

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

**Notice of References Cited**

Application/Control No.

10/800,444

Applicant(s)/Patent Under  
Reexamination  
CHU ET AL.

Examiner

Nicholas D. Rosen

Art Unit

3625

Page 2 of 3

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Woods, W., "Internet Update," Newsbytes, January 17, 2002.
	V	Anon., "Google Introduces New Pricing for Popular Self-service Online Advertising Program; Highly Targeted Text-based Ads Complement Google's Objective Search Results," Business Wire, February 20, 2002.
	W	Fleishman, G., "Technology Briefing Internet: Google Ads Ad Options," New york Times, Late Edition, p. 7, col. 5, February 21, 2002.
	X	Rajghatta, C., "US Voices Its Concern over Violence in Gujarat," Times of India, April 17, 2002.

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

**Notice of References Cited**

Application/Control No.

10/800,444

Applicant(s)/Patent Under  
Reexamination  
CHU ET AL.

Examiner

Nicholas D. Rosen

Art Unit

3625

Page 3 of 3

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Anon., "Google Does Well Despite Not Taking Paid Placements," Secured Lender, Vol. 58, No. 2, p. 80, March/April 2002.
	V	Ostrom, M.A., "New Web Portal Has Text-only Ads MyWay Seeks to Lure Visitors from Bolder Sites Such as Yahoo," San Jose Mercury News, Morning Fianl Edition, page 1C, October 29, 2002.
	W	Anon., "Advertisers Attack Google over Adwords Enhancement," New Media Age, p. 3, October 16, 2003.
	X	"Citysearch.com" (as archived on archive.org)

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.